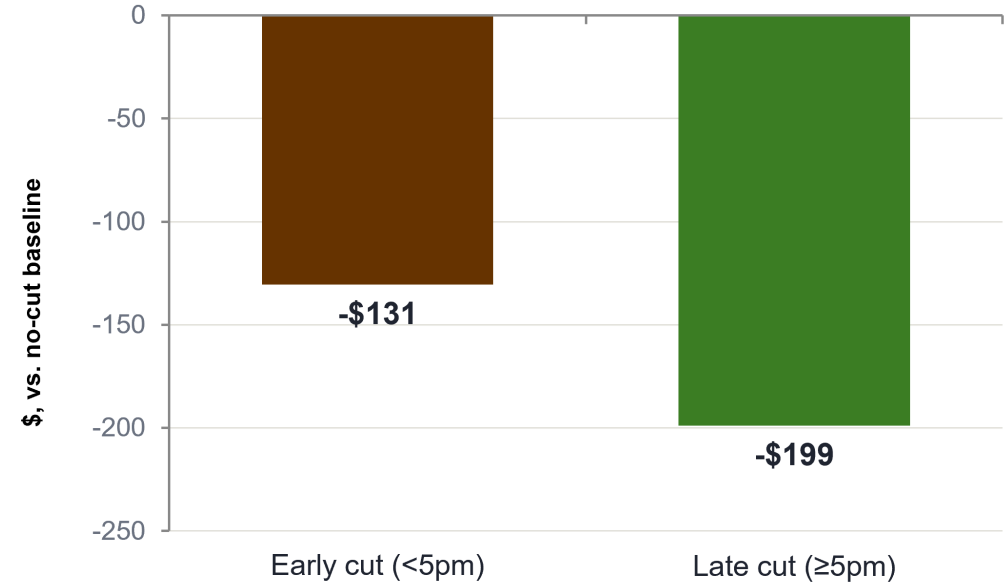
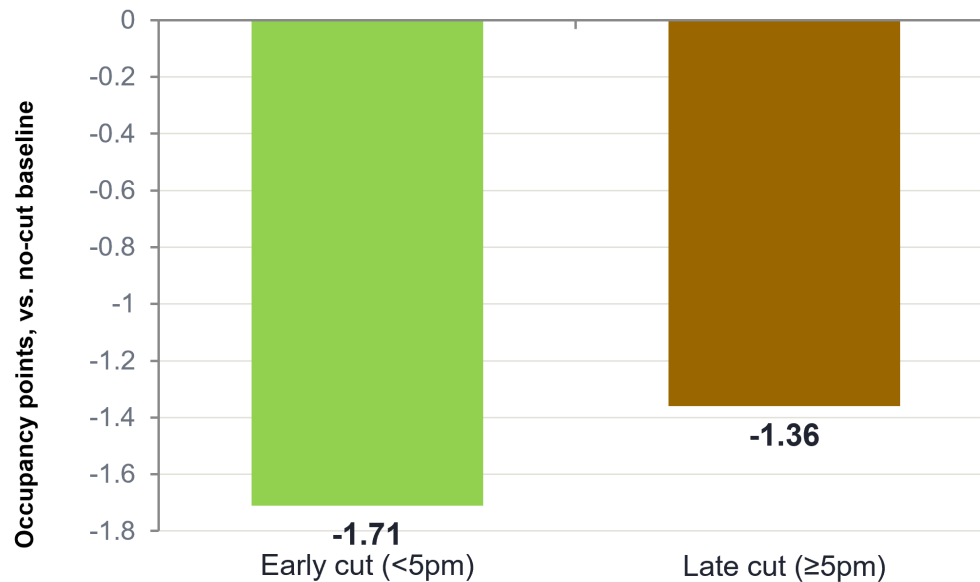


Does Chasing Occupancy With Rate Cuts Help the Bottom Line?

Properties with 50–90% occupancy at checkpoint (n = 1,146 property-days)



Properties posting rate cuts prior to 5 PM and after 5 PM compared against properties that held rates steady.

Both timings underperform holding the rate steady in terms of occupancy. Late cuts simply had more elapsed time to bank organic gains, which flattered the raw numbers. In terms of revenue, properties in this occupancy band that cut rates underperformed properties that held steady, regardless of timing.